

Message Text

UNCLASSIFIED

PAGE 01 STATE 288101
ORIGIN COME-00

INFO OCT-01 NEA-10 ISO-00 EB-08 /019 R

DRAFTED BY COM/SAD/WALE/LDJ
APPROVED BY EB/OCA/CD:WERAU
COM/SAD/RGOOTENBERG
COM/SA/DEARLE
COM/EM/EOLSEN
COM/OIM/CAGENDREAU
NEA/RA/DMORRISON (INFO)
-----035813 021959Z /43

P 021929Z DEC 77
FM SECSTATE WASHDC
TO AMEMBASSY NEW DELHI PRIORITY
AMCONSUL BOMBAY PRIORITY
AMCONSUL CALCUTTA PRIORITY
AMCONSUL MADRAS PRIORITY

UNCLAS STATE 288101

E.O. 11652: NA

TAGS: BEXP, IN

SUBJECT: ELECTRONIC PRODUCTION AND TEST EQUIPMENT
TRADE MISSION, JANUARY 1978

REF: STATE 098949

1. AFTER NEARLY FIFTEEN WEEKS OF PROCUREMENT EFFORTS
USDOC HAS PRODUCED ONLY TWO PARTICIPANTS FOR SUBJECT EVENT;
I.E., BTU ENGINEERING CORP. (HIGH TEMPERATURE, PRECISION
INDUSTRIAL FURNACES) AND EUBANKS ENGINEERING CO.
(AUTOMATIC WIRE UTILITY AND STRIPPING MACHINE).

2. THEREFORE, DUE TO LACK OF INDUSTRY SUPPORT THE SUBJECT
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PAGE 02 STATE 288101

MISSION MUST BE CANCELLED,

3. FOR POSTS BACKGROUND INFORMATION, INITIALLY THIRTY-
FIVE COMPANIES POLLED; THREE YES'S; ELEVEN MAYBE'S;
TWENTY-ONE NO'S. SOLICITATION LETTER TARGETED AS
FOLLOWS: 1169 AMERICAN INTERNATIONAL TRADERS REGISTER;
1366 "WHO'S WHO IN ELECTRONICS" FIRMS; SELECT 125 MEMBERS

OF ELECTRONIC INDUSTRY ASSOC. AND 42 CATALOG SHOW PARTICI-
PANTS AS IDENTIFIED BY ITR OF RECENT SHOW AS CAPABLE
PARTICIPATING IN MISSION, FOR TOTAL 2701 FIRMS CONTACTED
FIRST MAILING. IN ADDITION, PRESS RELEASES WERE SENT TO

ALL APPROPRIATE TRADE ASSOCIATIONS, TRADE MEDIA AND MISSION
ALSO ANNOUNCED "COMMERCE AMERICA." A TOTAL OF 45 RETURN
CARDS RECEIVED AS RESULT 2701 WELL TARGETED MAILINGS.
IN ADDITION, ONLY SMALL NUMBER, LESS THAN A DOZEN
INQUIRIES RECEIVED AS RESULT PUBLICITY RELEASES,
ETC. ABOUT THREE WEEKS AGO, PROGRAM OFFICER ATTEMPTED
TO TIE-IN WITH EIPT THEME TC SHOW BEING PROCURED FOR
TAIWAN WITH POSSIBILITY OF IDENTIFYING STILL ANOTHER

UNIVERSE OF CONTACTS. AS A RESULT, THERE WERE IDENTIFIED
ANOTHER 8 FIRMS INTERESTED IN RECEIVING PROMOTIONAL
MATERIAL, BUT NOTHING MATERIALIZED.

3. COMMENTS FROM SOME OF THE FIRMS CONTACTED INCLUDED
SUCH THINGS AS, "THE MARKET DOES NOT WARRANT THE TRADE
MISSION EXPENSE"; "LIMITED MARKET POTENTIAL"; "AIRFARE
TOO HIGH"; "NO BUSINESS"; "INDIA'S NO MONEY TO PAY FOR
EQUIPMENT"; AND "WELL REPRESENTED IN MARKET." VANCE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 02-Dec-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977STATE288101
Document Source: CORE
Document Unique ID: 00
Drafter: SAD/WALE/LDJ
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770448-0140
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19771298/aaaadfmv.tel
Line Count: 85
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: c5bbd70c-c288-dd11-92da-001cc4696bcc
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 STATE 98949
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 14-Feb-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 375916
Secure: OPEN
Status: NATIVE
Subject: ELECTRONICPRODUCTION AND TEST EQUIPMENT TRADE MISSION, JANUARY 1978
TAGS: BEXP, IN
To: NEW DELHI BOMBAY MULTIPLE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/c5bbd70c-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009